

Special stamps **Marsupilami**

Mischief-loving jungle dweller

Special stamps **175th anniversary of the stamp** and **125 years of the USPS**

Two birthdays in synergy

Special stamps **Swiss automobiles**

Illustrious four-wheeled heritage



3/2015



Joint issue **Switzerland – Åland**

Focus on stamps

The Collector's Magazine

SWISS POST

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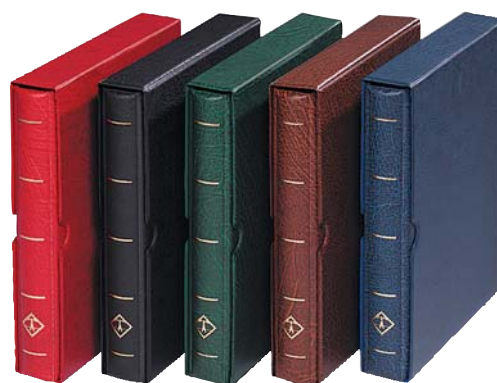
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Dear Reader

It is the Greeks and Romans we have to thank for the name of one of the most significant and practical inventions of the 19th century: the automobile. The Greek word *autós* means “self”, while *mobilis* is Latin for “movable”. A number of Swiss pioneers were also innovative in this field, and today their creations have attained immense value as classic cars. Four stamps and associated products are sure to evoke nostalgia.

The Union of Swiss Philatelic Societies (USPS) is celebrating a major milestone this year – its 125th anniversary. We congratulate it most heartily and thank it for its untiring commitment to the world of stamps, and we wish it continued success in the future too!

The world’s first stamp, the British Penny Black, goes back a further 50 years, so we are also commemorating its 175th birthday.

This year our greetings stamps and the Franz Gertsch series of neutral stamps will be replaced by new “Special events” definitive stamps. The four motifs featured offer an appropriate stamp for every occasion.

It was not until 1984 that Åland – an autonomous Swedish-speaking region of Finland encompassing over 6,700 islands – had a stamp of its own. This year sees the release of a joint issue with Switzerland. Two stamps each, displaying different franking amounts and boasting some very special technical features, show typical jewellery worn with traditional costumes in the two countries.

Agile, amiable and family-loving are words that spring to mind to describe that rarest of creatures, Marsupilami. This yellow and black-spotted inhabitant of the jungle is a heroic chap who wins over the hearts of everyone. He’s sure to captivate you too!



Kind regards

C. Ammon

Carina Ammon
Head of Communication
Stamps & Philately



A preview of the varied topics in this issue.

Contents

Review Rhine Falls event	4
Knowledge and News	5
Swiss automobiles	6–11
125 years of the USPS	12–13
175th anniversary of the stamp	14–15
Special events	16–18
Joint issue Switzerland – Åland	19–21
Marsupilami	22–23
Fred & Fun	24–27
2016 stamp catalogues	28
Range of products	29–35

An unforgettable day at Switzerland's northernmost corner



The excursion to the northernmost tip of Switzerland on 27 March 2015 can only be described as truly mind-blowing. Following a short stroll through Schaffhausen's old quarter, we joined an informative and amusing guided tour led by the keeper of the Munot castle. Next was a nostalgic train ride to Europe's biggest waterfall. Before the thrilling boat trip to the Rhine Falls themselves, our VIP party were first treated to some culinary delights. And then we were off into the foaming waters and to the Rhine Falls rocks. A dramatic guided tour around Laufen Castle rounded off the wonderful day.

We would like to take this opportunity to say thank you for the many letters of thanks we received.

You can find additional pictures at:
swisspost.ch/pictures-rhine-falls



Impressions from the Rhine Falls excursion.
Photos: Thomas Rathgeb



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"Focus on stamps" No. 3/2015

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Reprinting of "Lac de Tanay" definitive stamp

By popular demand, the gummed definitive stamp "Lac de Tanay" issued on 19 January 1993 is being reprinted.

At the time, this stamp was printed in Swiss Post's stamp printing works in Berne and was discontinued in 2002. Production technology has changed a great deal in recent years, and the printing machines that were used in 1993 are no longer in use today. The new rolls were therefore produced using offset printing techniques at Joh. Enschedé in Haarlem (Netherlands). As a result, there are slight differences that are visible to the naked eye. Also, a different paper was used and hole perforation was employed instead of razor perforation.

The 60-centime definitive stamp is available in strips of ten and as mint or cancelled single stamps. The first day of use will be 3 September 2015. Pre-cancelled single stamps will be corner-stamped with the same postmark. See also the Focus on stamps 3/15 offer on page 35.

Rolls of 10,000 stamps can be ordered from postshop.ch.

On the first day of use, stamps will be cancelled with the "3000 Bern 1 Schanzenpost – 3.9.2015 – 12" postmark. There is no actual first day cancellation as such. You can, however, send items for cancellation to our Cancellation Service, to arrive by 30 November 2015:

Swiss Post Ltd
Post Offices & Sales
Cancellation Service PV 53-45
"Lac de Tanay"
Ostermundigenstrasse 91
3030 Berne
Switzerland

This reprint will not be supplied as part of a standing order, nor will it be included in the 2015 year set or 2015 year book.



Reprint of "Lac de Tanay" definitive stamp



First day of use cancellation

Swiss Brand Museum – a window into Switzerland



22 April 2015 saw the Swiss Brand Museum in Berne open its doors to the public. The Swiss Brand Museum offers insights into the history of high-quality Swiss firms and product innovations. As one of the most venerable of Swiss institutions, Swiss Post is also included. The interactive permanent exhibition provides visitors with interesting insights into the history of stamps in Switzerland. The "Basel Dove", the world's first multi-coloured stamp, features prominently here. But the exhibition also includes special issues from recent years such as the gramo-

Stamps at the new Swiss Brand Museum.

Photos: Swiss Brand Museum



phone record and embroidery stamps, which also represent a facet of Switzerland.

The temporary and permanent exhibitions are devoted to Swiss companies large and small. Not only are the exhibitions themselves well worth seeing, the museum's premises are also very impressive. The Swiss Brand Museum is near Berne's BearPark in the UNESCO-pro-

tected former customs house which is now open to the public again for the first time in over 120 years. So one way or another, it's definitely worth a visit!

swissbrandmuseum.com

Opening hours for the Swiss Brand Museum: **Tuesdays to Sundays, 10 a.m.–6.30 p.m. Admission free!**

When Switzerland became mobile

In the early days of private motoring in Switzerland, some ninety Swiss automotive marques competed for the favour of the select few who could afford their own car. Numerous manufacturing plants sprang up, most of them in Zurich, Geneva and Basel. However, in 1934, the bankruptcy of Martini in St. Blaise marked the end of the era of 100 percent Swiss-made car production.

Now as then, an “automobile” is defined as a mechanically powered vehicle but the actual method of propulsion (e.g. steam, electric or internal combustion engine) is immaterial. The car as we know it today developed between 1880 and 1900 from a luxury horseless carriage into a form of transport for the masses. This progress was helped along by the invention of the engine and rubber tyres, among other things. International car races promoted technological advances and consequently also improved the reliability of the various designs. In turn, this increased demand and the spread of the automobile.

In Switzerland, the circumstances were not at all favourable for manufacturing cars. The public were initially extremely sceptical about these noisy and smelly vehicles, and in some cases were even positively hostile. However, above all in western Switzerland and in the region around Zurich, an innovative and pioneering spirit was in the air. Numerous engineers realized their ideas and concepts for three- and four-wheeled vehicles, although most had little if any commercial success. However, thanks to innovation, commercial flair, diligence and hard-working employees, some pioneers did manage to find buyers for their automobiles and consequently secure their existence for a certain time.

Urs P. Ramseier
Swiss Car Register



Poster for the first Swiss automobile and bicycle exhibition, Geneva, 1905, designed by Auguste Viollier.
Picture: available



Model: Chassis "Picpic", was also only available to order as a chassis. Picture: available



Swiss Car Register

The Swiss Car Register was established in 1996 and, since 1 April 2015, has operated the SCR Swiss Automotive Documentation and Research Center in Safenwil.

The Swiss Car Register works to secure and preserve all information relating to Swiss car bodies, Swiss vehicle manufacturers and vehicles assembled in Switzerland as well as on the people associated with them. It serves as an information point and assists owners of Swiss-made vehicles and/or with a special Swiss car body in exchanging information. Additional information at swisscarregister.ch

Pic-Pic (1906)

The Geneva-based prestige marque Pic-Pic gained something of an international reputation. In 1906, Paul Piccard and Lucien Pictet founded the company Piccard, Pictet & Co. in Geneva and began making automobiles. Prior to that date they had been mainly involved in developing and building water turbines.

From 1906 to 1910 the company was still assembling cars from third-party designs

on behalf of SAG (Société d'Automobile à Genève). On 15 September 1906, Piccard, Pictet & Co. commenced making cars under their own Pic-Pic marque and SAG was taken over in 1907. In particular, the quiet sleeve valve engine and the high quality of the overall design and construction led to the Pic-Pic garnering a name for itself as the "Swiss Rolls-Royce". Sadly, however, Pic-Pic was unable to

withstand the wave of imported, less expensive foreign cars. After production collapsed, bankruptcy was inevitable. The Ateliers des Charmilles company took over the firm in 1920 but continued making cars and spare parts for only a few years longer.

Special stamps Swiss automobiles

Sales

Philately: From 27.8.2015 to 30.9.2016, while stocks last
Post offices: From 3.9.2015, while stocks last

Validity

Unlimited from 3.9.2015

Printing

Offset printing, 4-colour; Joh. Enschedé, Haarlem, Netherlands

Sizes

Stamp: 40×32.5 mm
Sheetlet: 190×162 mm (4 rows of 4 stamps)

Paper

White stamp paper with optical brightener, self-adhesive, 220 gm²

Perforation

13¼

Design

Vito Noto, Cadro (TI)



First day cover motif

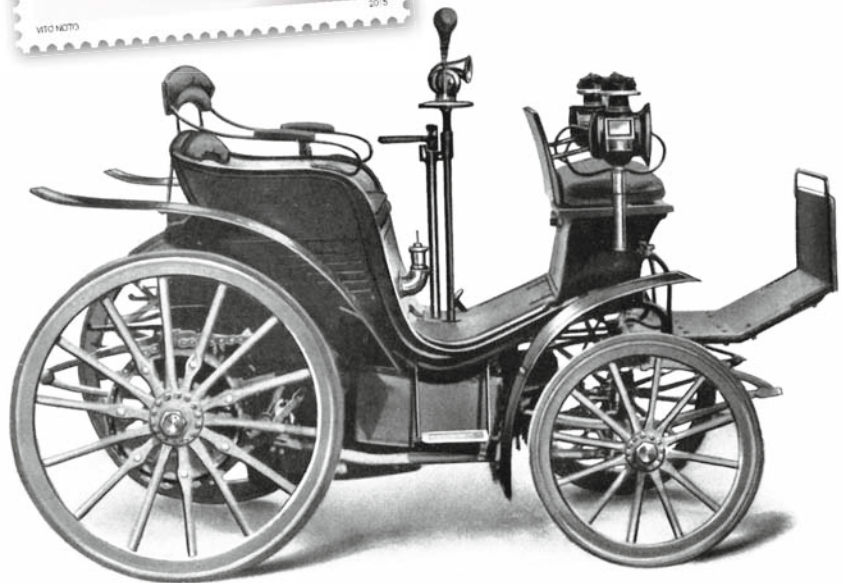


First day cancellation

Martini (1897)

In 1860, Friedrich von Martini founded the firm of F. Martini & Co. which manufactured bookbinding machines and rifles. His sons Adolf and Max joined their father's business and began making motor cars in 1897.

It is therefore no surprise that the Martini emblem incorporates a rifle. Following a sharp rise in production in 1903, F. Martini & Co. were forced to expand. They built modern production facilities in St. Blaise (Neuchâtel), and also erected accommodation for their factory workers. In 1919, however, the new MARTINI Automobil Aktien-Gesellschaft got into difficulties, which led to its takeover in 1924 by Swiss engineers Walther and Robert Steiger, who were already building cars under the Steiger marque. It all came to an end in 1934, when the biggest and most successful Swiss car factory was forced to close its doors for ever.



Martini car 1897. Built in accordance with the "Martini" principle: "Only the best of the good". Picture: available



Electric car (aluminium), model no. 1, 1911. Picture: available

Tribelhorn (1902)

In 1902 the company A. Tribelhorn & Co. AG of Feldbach commenced production of automobiles and trucks powered solely by electric motors. As well as three- and four-wheeled service vehicles, they made mainly commercial vehicles, large numbers of which were used by Swiss Post for passenger transport. Their range also included boats, delivery vehicles and even charging stations. In 1918 Tribelhorn was sold to Elektrische Fahrzeuge AG and moved to Altstetten, where electric-powered light commercial vehicles were built. A further change of ownership followed in 1937, with the new name of Neue Elektrische Fahrzeuge AG being adopted.



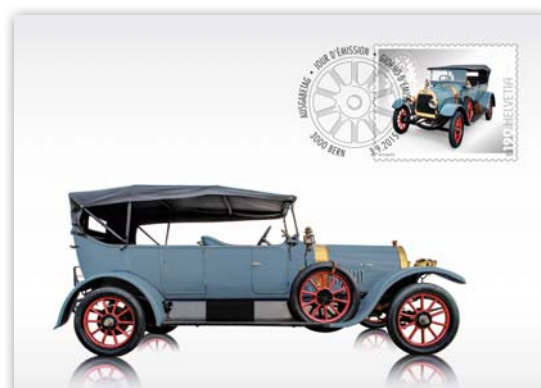
1904: Martin Fischer on the Turicum prototype. Picture: available



Turicum (1904) and Fischer (1908)

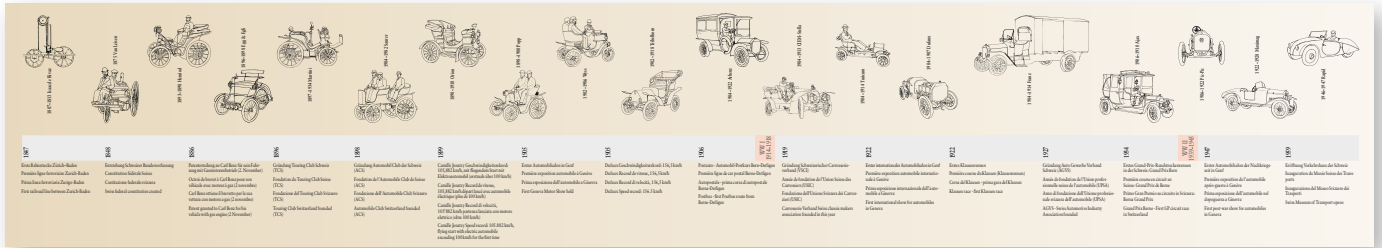
The "Turicum" and "Fischer" models designed by Martin Fischer were two of the best known Swiss cars. A watchmaker by trade, in 1904 Fischer built a Turicum prototype with a single-cylinder engine and pedal steering. A short time later, Turicum production moved to Uster where cars with water-cooled four-cylinder engines and friction drives were built. This novel solution, using friction drives instead of expensive toothed gearing, saved some 80 kilogrammes of weight and consequently played a key role in the success of the Turicum. Annual production rose to 200 cars in the years that followed. In its day, together with Martini and Pic-Pic, Turicum was one of the most popular Swiss automobile marques. However, the company ceased trading shortly before the outbreak of World War I.

Maximum cards and picture postcards for nostalgic greetings



The set contains four different A6-format maximum cards. The four motifs are also available as picture postcards (see offer on page 30).

CHF 9.15



Richly illustrated souvenir of Swiss automotive heritage

The souvenir booklet of Swiss automobile heritage is a very special highlight. Bigger than ever before – a whole 40 pages – it provides a wealth of historical facts and background information on famous Swiss automobile manufacturers and on the beginnings of the Geneva Motor Show in a compact and informative form. The souvenir booklet was designed by none other than the designer of the four special stamps himself: Vito Noto. The text was written by Urs P. Ramseier, automobile historian and President of the Swiss Car Register.

Rounding off the superb package are the four original “Swiss automobiles” stamps and the “Centenary of the Geneva Motor Show” miniature sheet from 2005. In short: the booklet in four languages bears unique testimony to the history of automobility in Switzerland.



CHF 24.–

Classic Center Safenwil, exterior view.



Historic vehicles in a modern setting!

Post CH Ltd, Emil Frey Classic AG, the Swiss Car Register and the Swiss Museum of Transport are each inviting 50 guests to an unforgettable event on Thursday, 10 September 2015.

In the impressive rooms of the museum you can admire the original cars depicted on the special stamps, visit the archive of the Swiss Car Register, get to know the designers of the special stamps and addi-

tional products and meet many interesting people.

Programme

- 9.30 a.m. Meeting point Emil Frey Classic Center Switzerland (arrival on individual basis)
Coffee and croissants
- 10.00 a.m. Guided tours of the museum
- 11.00 a.m. Start of the event in the event hall
 - Walter Frey, Emil Frey AG
 - Urs P. Ramseier, Swiss Car Register
 - Martin Bütikofer, Director of the Swiss Museum of Transport
 - Peter Hasler, Chairman of the Board of Directors of Swiss Post Ltd
- 11.45 a.m. Podium discussion
- 12.15 p.m. Interview with Vito Noto, designer of the special stamps and philatelic products
- 12.30 p.m. Buffet
- 14.30 p.m. End of the event and departure

Registration

Would you like to be at the starting line for this very special event (held in German)?

Make sure you're in pole position!

Complete the registration form at swisspost.ch/registration-automobiles and register. Only complete forms will be entered for the draw for the 50 available places.

The deadline for submitting forms is 20 August 2015. The Swiss Museum of Transport will inform you on 27 August 2015 whether you're among the starting line-up.



verkehrshaus.ch



A major milestone

On 26 October 2015, the Union of Swiss Philatelic Societies (USPS) will be celebrating its 125th anniversary. An anniversary is always an opportunity both to look back over the past and also to look forward to the future. Why does the association's birthday fall on 26 October?

The first collectors' clubs began forming in Switzerland in the early 1880s. It was soon realized that it would be useful to create an association at the national level to enable important matters to be discussed by all. In April 1889 the call went out in the "Schweizer Briefmarken Journal", the official publication of the three philatelic societies Philatelisten-Verein Luzern, Société Lausannoise de Timbrologie and Philatelisten-Club St. Gallen, to create an association for the purposes of forming an "offensive and defensive alliance". The objectives were to protect members' interests and facilitate the discussion of important matters. Unfortunately, this initiative proved unsuccessful. It was not until the Philatelisten-Verein Bern took the decisive step of

inviting the nine philatelic societies that existed at the time to an inaugural meeting of delegates in Berne on 26 October 1890 that things got off the ground. It was on that day that the current Union of Swiss Philatelic Societies (USPS) was then founded.

During the first 50 years of the USPS, it was often rather affluent gentlemen who were the leading lights of Swiss philately. Following World War II, however, social forms underwent changes and many small-scale collectors joined the various societies. During the speculation boom in the 1960s, membership numbers in the societies reached record levels of over 20,000. Since then, however, the numbers of organized collectors have been steadily falling. After a period of stability towards

the end of the 1980s, the waning membership figures of recent years has become the biggest challenge facing the USPS leadership.

Following on from the special stamp it issued to commemorate our centenary in 1990, Swiss Post is this year honouring us with a special stamp for the second time. We are very grateful for this and are hoping that this commemorative will help stamp collecting gain more popularity as a hobby again! Despite all adverse trends, philatelists will never die out, and stamp collecting is set to remain a very popular hobby in future too.

Hans Schwarz
Editor-in-Chief
Swiss Philatelic Journal (SBZ)



The special stamp appears with an interspace featuring the logo of the Union of Swiss Philatelic Societies (USPS).

Special stamp **125 years of the USPS**

Sales

Philately: From 27.8.2015 to 30.9.2016, while stocks last
Post offices: From 3.9.2015, while stocks last

Validity

Unlimited from 3.9.2015

Printing

Offset printing, 5-colour; Cartor Security Printing, La Loupe, France

Sizes

Stamp: 33×28 mm
Sheetlet: 195×142 mm (4 rows of 3 stamps) and 2 vignettes)

Paper

White stamp paper with optical brightener, matt gummed, 110 gm²

Perforation

13¼:13½

Design

Kaspar Eigensatz, Berne



First day cover motif



First day cancellation



The stamp commemorating the centenary of the USPS.

Anniversary combi-folder

The combi-folder to mark the 125th anniversary of the Union of Swiss Philatelic Societies (USPS) illustrates its history from its founding in 1890 to the present day. All the key dates in the history of Swiss stamp collecting are listed chronologically, from the legendary "Penny Black" to the various major philately exhibitions in Switzerland. The text is in three languages GE/FR/IT.

As well as the current stamp complete with interspace, the folder also includes the original special stamp issued to commemorate the 100 years of the USPS in 1990. The stamps have the first day cancellation "125 Jahre VSPHV" and the town postmark "1680 Romont" dated 3.9.2015. This unique publication is a must for all philatelists, and no collection should be without one!



CHF 6.00



The British "Penny Black", the world's first postage stamp, issued on 6 May 1840. The Penny Black plus cancellation is featured on the special stamp.

"Zurich 4/Zurich 6", the world's second stamp (and the first in Switzerland), issued from 1 March 1843 was a cantonal stamp only valid within the city (4) and within the canton (6) of Zurich.



The "Double Geneva" which went on sale on 30 September 1843 was likewise issued as a cantonal stamp and was only valid within the city (half stamp) or within the canton.



The "Blue Mauritius", issued on 21 September 1847 for the British colony of the same name. It is considered to be the most famous stamp in the world, and also one of the most valuable (only twelve are known to still be in existence).



The "Basler Dybli" or "Basel Dove", without a doubt the most famous Swiss stamp, issued on 1 July 1845 and only valid within the city of Basel.

175 years Happy Birthday to the stamp!

It is hard to believe that the history of the stamp goes back 175 years already. A considerable period of time, which has seen many high points. The first postage stamp, the British Penny Black, introduced by Sir Rowland Hill in 1840 completely revolutionized the postal system of the time. It did not take long for his invention to spread across the world. Switzerland was also a pioneer with its cantonal stamps the Zurich 4 and 6, the Double Geneva (both 1843) and the famous Basel Dove of 1845.

Especially in that era of rapid economic growth, the convenience of the sender paying for postage and dispensing with the need for complex tax calculations helped the postage stamp spread very quickly. The establishment of the Universal Postal Union in 1874 also promoted and facilitated the international exchange of mail.

In view of their infinite diversity, it is no great wonder that stamps soon came to be collected and steadily gained in importance. The number of stamps used as

Multilateral joint birthday booklet

It will be 175 years old, the Penny Black from Great Britain. The world's very first postage stamp! To celebrate this birthday, Switzerland and its neighbouring countries are publishing a very special joint booklet containing information about the original special stamp issued by Switzerland, Germany, Austria, Liechtenstein and its associated first day cancellations.

The beautifully designed booklet is packed with historical details and is a must for all stamp lovers!



Letterpress printing



Advances in printing technology: The same stamp from the “Landscape” series with letterpress printing (1934) and with intaglio printing (1936), both from the PTT stamp printing works that was in operation from 1930.

Intaglio printing



Two stamps typical of the style around the turn of the 19th century: “The young Tell” and “Helvetia” from 1907.



Swiss stamp in an unusual eye-catching triangular format: “Centenary of the Scouting Movement” (2007).



Example of contemporary art/culture: “META” by Jean Tinguely, 1988 (joint issue with France).



a means of sending letters, cards and parcels rose continually, which enabled the increasing number of collectors to collect “the whole world”.

After World War I, postal administrations discovered the use of stamps for promotional purposes. Stamps were therefore increasingly used to commemorate anniversaries, honour famous people, promote art and culture, and to portray one's country in a favourable light. A postage stamp was never simply a receipt for postage paid – it reflects contemporary

artistic sensibilities and serves as an important historical witness to the spirit of an age.

The basic concept of the stamp has changed little over the past 175 years, which just proves how congenial an invention it was in the first place. Although its actual production (paper, printing method, gum, perforation, etc.) has advanced with modern technology and many postal administrations are keen to attract the attention of their customers with unusual shapes and materials, the

postage stamp remains unmistakable to this day. And what does the future hold? On the one hand, modern electronic communications are increasingly taking the place of the traditional postage stamp. On the other hand, however, the stamp is also gaining in importance as a means of communicating cultural and art history, as a national identity symbol, and also as a marketing tool. It is, and will remain, a popular postal means of expression.

René Bracher

Foundation for the Promotion of Philately

Special stamp 175th anniversary of the stamp

Sales

Philately: From 27.8.2015 to 30.9.2016, while stocks last
Post offices: From 3.9.2015, while stocks last

Validity

Unlimited from 3.9.2015

Printing

Offset printing, 4-colour; Cartor Security Printing, La Loupe, France

Sizes

Stamp: 40x32.5 mm
Sheetlet: 195x162 mm (4 rows of 4 stamps)

Paper

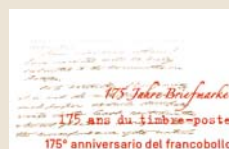
White stamp paper with optical brightener, matt gummed, 110 gm²

Perforation

13¼:13½

Design

Müller Lütolf, Berne



First day cover motif



First day cancellation

Accentuating the message

for all kinds of occasions



This year our greetings stamps and the Franz Gertsch series of neutral stamps will be replaced by new “Special events” definitive stamps. A design competition was held to seek out the prettiest motifs. The winners are Julia Reichle and Martina Pelosi from Lucerne.

Special stamps **Special events**

Sales

Philately: From 27.8.2015 to 30.9.2016,
while stocks last
Post offices: From 3.9.2015, while stocks last

Validity

Unlimited from 3.9.2015

Printing

Offset printing, 4-colour; Joh. Enschedé,
Haarlem, Netherlands

Sizes

Stamp: 33×28 mm
Sheetlet: 82×198 mm (open), 82×99 mm
(folded), 5 rows of 2 stamps

Paper

White stamp paper with optical
brightener, self-adhesive, on backing paper,
220 gm²

Perforation

4-page serpentine cut

Design

Julia Reichle and Martina Pelosi, Lucerne



First day cover motif



First day cancellation



Interview with the designers of the “Special events” stamps: Julia Reichle and Martina Pelosi

You are the winners of the design competition for the “Special events” stamps. This is already your second success, as in 2011 you also designed the Pro Juventute special stamps. How did you approach designing this year’s stamps?

At the briefing we listened carefully to identify the type of mail for which the stamps are intended and the message Swiss Post would like to associate with them. We then did a lot of research, looked at hundreds of images, and considered a wide range of different design approaches. We often exchanged ideas or worked together on the same computer during this first phase. This resulted in a slew of different designs that we looked at again and again before choosing some to follow up and flesh out in more detail.

What challenges did you encounter when designing the “Special events” stamps?

The trickiest bit was finding a pictorial and symbolic language for the whole set which would be widely understood. After all, special events can be both happy and sad, and we had to include both these aspects. So we wanted the motifs to have an emotional impact and touch people in a personal way. They also had to be immediately recognizable at first glance and be striking even in such a small format. Reduction is the greatest challenge, but also essential.

What do the motifs signify?

The ladybird and the rose symbolize good wishes and congratulations, while the snail and the quill are symbols of affinity and sympathy. They are small primal elements from nature that warm our hearts. The accompanying handwriting gives the stamp a personal character and signifies something like “the good old letter post”. First names from all the different language regions underscore the private nature of the stamp and locate them in the whole of Switzerland.

How does it feel to know that artistic works you have created will be “traveling around” all of Switzerland in the form of a stamp?

Sensational! The idea of giving pleasure to so many people with beautiful traditional stamps is simply wonderful. Naturally, we hope that as many people as possible will share our enjoyment of these stamps. It was different for the Pro Juventute stamps, as they were not on sale for so long.

How did you divide the work involved in designing the stamps?

We’re rather chaotic when it comes to drafting designs and it’s a constant back and forth. So we don’t really divide up the work between us. We benefit from our 14 years of close collaboration. What’s

important for us is the process of mutual inspiration and open criticism, and taking each other’s designs and developing them further. In the realization phase we then divide up the work based on our individual strengths and preferences.

If you had a completely free hand, what subject would you like to design a stamp for?

Oh, there are lots of things we could think of here. Artistic, sociopolitical or personal – a portrait, children, peace, the four seasons – there are any number of exciting challenges. However, what really motivates us is creating the optimum design for a given project. Finding the best solution within the given constraints. In general, the personal touch is less important to us than the successful visualization of a theme.

Do you use traditional stamps yourselves, privately or for business?

Of course. And preferably well-designed, expressive stamps. Because we have participated in Swiss Post’s design competitions, we have paid more attention to philately and have come to appreciate its special place. So many thanks for that!

Interview: Natascha Baumann
“Focus on stamps” editor

Card set “Special events”

You can't go wrong with the new card sets for the “Special events” series. Order the card set to match your particular special occasion. Each set includes four A6 folding cards, four matching postage stamps and four white C6 envelopes.

Rose/snail: CHF 9.20
Ladybird/quill: CHF 9.80



Autonomous archipelago in the Baltic Åland

Åland is a self-governed, demilitarized, Swedish-speaking region of Finland comprising more than 6,700 named islands. It was given its own coat of arms in 1954 and its own stamps in 1984. Today, nearly 29,000 people live on Åland, the majority of them in Mariehamn, the only town on the archipelago.

Since time immemorial, the islanders of Åland have made their living from the sea and seafaring. Thanks to its location in the Baltic Sea, halfway between Sweden and Finland, Åland was always also a strategically important place for rulers and for trading. The archipelago belonged to the Kingdom of Sweden until it was annexed by the Russian Empire in 1809 as part of the Grand Duchy of Finland. In the turbulent period following World War I, separatists called for Åland to be returned to Sweden, since the popula-

tion takes its language and culture from Sweden. Finland's declaration of independence in 1917 gave added impetus to the debate. Åland's status was defined in 1921 by the newly founded League of Nations which declared it to be an autonomous and demilitarized province of Finland. The official language remained Swedish. „Autonomous“ means that Åland manages most of its internal affairs itself. The province's parliament, the Lagtinget, appoints the government of the islands, the Landskapsregeringen. The parlia-

ment first sat on 9 June 1922, which has been Åland's National Day ever since.

Since Finland joined the EU in 1995, Åland has also been a member of the EU, but it benefits from various exemptions, such as duty-free legislation which ensures the economic survival of the numerous ferries that run between the islands and to Finland and Sweden. Åland's economy is driven by services, especially the marine sector.

Gunilla Häggblom, Åland Post

Typical local Åland costume from the municipality of Kumlinge. This costume is traditionally worn to midsummer celebrations.
Photo: Kjell Söderlund



Åland traditional dress

Åland never really had its own special national costume, people just wore what they felt like. However, in 1907 the musicologist Otto Andersson was instrumental in reviving costumes from the early part of the 19th century, which had been worn by local people at the time, as the national dress. A committee was formed, and various different costumes were created from old patterns and descriptions. These were then presented at a major song festival in 1908. Today, all 16 municipalities have their own local costume.

The Åland silver buckle portrayed on the stamp is used with all the women's costumes on the islands to fasten the shawl, which is usually floral. It was designed by local silversmith Viking Sundberg based on antique pieces found on Åland. Some municipalities have their own jewellery worn with the traditional dress, including the island of Kökar. The shawl clasps used there can be traced back to the Vikings. However, the regional differences are small, as Åland did not have any separate jewellery production.

The Åland islanders usually wear the local costume to their traditional midsummer festivals. Villagers erect a form of May tree, the Midsommerstång, which they decorate with foliage and paper crowns, weather vanes, boats, and small waving figurines. The Midsommerstång is erected on the evening before midsummer. The celebrations also include speeches as well as music and dancing.

Gunilla Häggblom, Åland Post

Traditional Bernese Sunday costume. Photo: Daniel Rihs



Bernese Sunday costume

In the past, "folk costumes" were simply what country people wore. The influence of fashion was felt in the colours used, the type of material and in the richness of the silver jewellery. The black Sunday costume is one of the oldest types of traditional folk dress known. The original form dating back to 1880 has successfully withstood all fashion trends and has changed only very little over the years. This elegant garment is still worn today by Bernese women on formal occasions as it is both dignified and flattering.

Costly and exquisite materials featuring meticulous artistic handiwork are combined with gleaming, heavy jewellery. The use of black as the base colour means that the costume remains tasteful, despite its obvious richness. Over the years the Sunday costume has become easier to wear, as nowadays women no longer have to lace up tightly to achieve a wasp waist, corsages have adjusted to the real size of women's bodies, and the lacing on the bodice is now for decoration only.

The filigree jewellery set comprising bodice and collarpiece fastenings and a brooch is truly a work of art made of finely woven strands of silver. The lacework in the cap framing the face is also equally delicate.

Bernese Traditional Costume Association (BTV)



The Switzerland – Åland joint issue consists of two stamps each in Switzerland (CHF 1.00 and CHF 1.40) and in Åland (intra-European rate and €2), with the two stamps featuring the same motifs in each case. The stamps depict costume jewellery from the two countries and have a rhomboid shape. The transparent foil stamping produces a 3D effect that makes the brooch motifs stand out wonderfully.


MARIEHAMN
3.9.2015
FÖRSTA DAGEN



First day cancellation
Åland

Special stamps **Joint issue Switzerland – Åland**

Sales

Philately: From 27.8.2015 to 30.9.2016,
while stocks last
Post offices: From 3.9.2015, while stocks last

Validity

Unlimited from 3.9.2015

Printing

Offset printing, 5-colour, with foil stamping;
Cartor Security Printing, La Loupe, France

Sizes

Stamp: 35×35 mm
Sheetlet: 200×148 mm (3 rows of 5 stamps)

Paper

White stamp paper with optical
brightener, matt gummed, 110 gm²

Perforation

13

Design

Cecilia Mattsson, Åland



Joint Issue Switzerland-Åland
Samutgivning Schweiz-Åland

First day cover motif



First day cancellation

Beautiful joint issue folder



CHF 17.00

The beautifully designed, double-page folder with fold-out pages contains all four stamps in the joint issue (two Swiss, two Åland) along with the first day covers for the two countries. The text in the folder is in three languages: German, Swedish and English.



King of the Jungle

The nimble Marsupilami actually leads rather a quiet life with his family and friends in the heart of the Palombian jungle. But you really need a lot of luck to catch a glimpse of this cute creature, for the jungle holds many secrets...

Marsupilami is rarely sighted, being both very shy and instinctively defensive. He is therefore difficult to observe, and even trickier to capture. With his yellow coat and black spots, Marsupilami may look very cute but if he or his family, friends or home are in danger, he can turn very ferocious. Balled up, his eight-metre long tail is a powerful defensive and offensive weapon. He can also roll it up into a spiral coiled spring. Although only around one metre tall, for an animal of his size he has almost super-heroic powers. Marsupilami is also able to dive down hundreds of

metres and stay underwater for an almost unlimited time.

Although his strength and agility make him far superior to every other animal and to human beings, Marsupilami has two arch-enemies: firstly the greedy big game hunter Bring M. Backalive who wants to capture and sell Marsupilami; and secondly a jaguar who is always trying to eat Marsupilami's family. Marsupilami also plays mischievous tricks on the local tribe of Chahuta Indians. Marsupilami has long been winning children's hearts and is the third most popu-

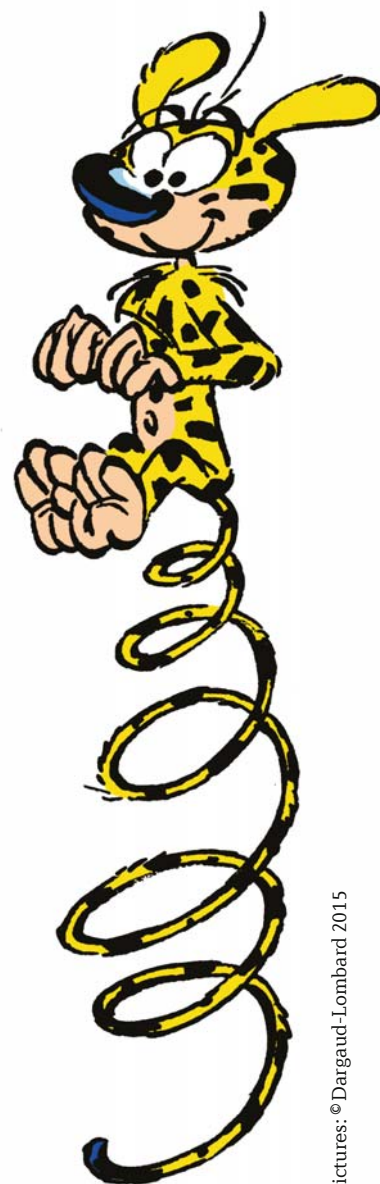
lar character among four to twelve-year-olds. Three comic series and 120 episodes have been continually broadcast for the last ten years and the film "Auf den Spuren des Marsupilami" (On the trail of Marsupilami) was a box office hit.

Marsu © Dargaud-Lombard, 2015



A Marsupilami for the wallet

This colourfully illustrated stamp booklet contains five self-adhesive stamps each with a value of CHF 1.00 featuring the motifs “Hello” and “Fun”. Send some colourful greetings with a letter or card adorned with this cheeky chap from the Palombian jungle.



Special stamps **Marsupilami**

Sales

Philately: From 27.8.2015 to 30.9.2016,
while stocks last
Post offices: From 3.9.2015, while stocks last

Validity

Unlimited from 3.9.2015

Printing

Offset printing, 4-colour; Joh. Enschedé,
Haarlem, Netherlands

Sizes

Stamp: 33×28 mm
Stamp booklet: 254×62 mm (open),
86×62 mm (folded)

Paper

White stamp paper with optical
brightener, self-adhesive, on backing paper,
220 gm²

Perforation

4-page serpentine cut

Design

Dargaud-Lombard 2015, Belgium

Graphics editing

Martine Dietrich, Lugnorre



First day cover motif



First day cancellation

Pictures: © Dargaud-Lombard 2015

A bit of Stamp history

The first-ever airmail stamps appeared around 100 years ago. They were used to frank letters that were transported by plane. Back then, planes were sometimes used to transport letters within Switzerland and on short international routes. The first stamp was for the Basel–Frankfurt route, and the second for the Zurich–Berne–Lausanne route.



Nowadays regular stamps can be used to send letters abroad. Post for the Basel–Frankfurt and Zurich–Berne–Lausanne routes is now transferred by rail or truck.



FRED & FUN

Swiss automobiles

90 different makes of car in Switzerland alone! Can you imagine that? This really was the case just over 100 years ago. Back then, very few could afford a car. But many people believed in the future of the car. Just as many thought that the clattering, smelly cars were unnecessary. They were sure that they would soon disappear from the roads again.

Today's cars are functional: with heating, windscreen wipers and a boot, they are equipped for all types of weather and for long journeys. But classic cars still hold a certain appeal. Four of these wonderful old cars from the early days of motoring in Switzerland now feature on four new stamps.



Fred, the classic car fan



175TH ANNIVERSARY

OF THE STAMP

Stamps have existed for exactly **175** years. The first one was issued on 1 May **1840**:

the "One Penny Black". It was black and showed a portrait of Queen Victoria. The queen was so pleased with the beautiful stamp that she had her portrait printed on British stamps for a whole 60 years.

Look closely at the new anniversary stamp. Can you see the One Penny Black? The letter bearing this valuable stamp is kept at the Museum of Communication in Berne. You can see the enlarged stamp in detail by going to www.mfk.ch/sammlung/philatelie/.



The inventor of the postage stamp

Sir Rowland Hill

invented the stamp in **1835** in the United Kingdom. His job was to reorganize the postal system. Previously, the recipient always paid the postage for a letter. But not everyone did so. Sometimes the recipient didn't have the money or didn't want to accept the letter. It was annoying for the postman when he didn't get paid for his work. Sir Rowland Hill had the brilliant idea of using stamps. This meant that the sender now paid before sending the letter.



Switzerland will also soon be celebrating the **175th anniversary** of its first-ever stamp. In **1843** the Canton of Zurich issued its first stamps, "Zurich 4" and "Zurich 6". Today, these are some of the most expensive and sought-after stamps in Switzerland.

Puzzle

This stamp is also popular: Join the numbers 1 to 35 to draw the main motif of the stamp.

Which stamp is it?
What is it called?



SPECIAL EVENTS

There's always a good reason to send someone a card or a letter. The new "Special Events" stamps are the perfect way to decorate your post.

Which stamp would you use for which occasion?

Invitation

Birth

Exam

Sorry

Love letter

A



B



C



D



Thank you for a gift

Sympathy

Mother's Day

Birthday

Wedding



In days gone by, young lovers in particular would use stamps to send secret messages. They agreed between themselves what a stamp on a letter was to mean. Depending on this understanding, they then stuck the stamps upside down or sideways onto the letters.

Today it is important that stamps are stuck correctly to the top right corner of letters and postcards. This means they can be processed by the letter centres.

You will find the solutions on the last page.

Marsupilami

The Marsupilami is a character by Belgian illustrator André Franquin who created him over fifty years ago. The Marsupilami is an unusual creature – shy, incredibly strong, agile and always funny. And the new stamps are also very humorous.



Find the five mistakes:

OFFER

Collection booklet

Four times a year, many new stamps come out on around 20 topics.

The most interesting subjects for children are explained and illustrated in the FRED&FUN collection booklet.

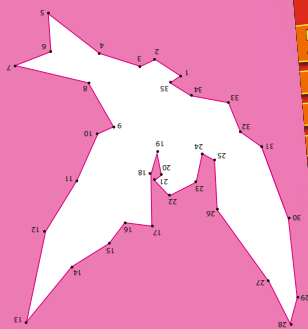
It is available while stocks last from postshop.ch (enter "Collection booklet" in the Search field) or by phone on: +41 (0)848 66 55 44.



"Marsupilami!"
Solution to page 3:

Some stamps can be used for several occasions, e.g. birth, thank you for a gift, Sorry, sympathy: A, B Birthday, wedding: C, D Mother's Day, love letter: D

"Special Events"
Solution to page 3:



Solution to page 2:
Basel Dove



How to obtain them

Each "Focus on stamps" stamp magazine comes with an order form. Your parents can use it to order the collection booklet and stamps. Alternatively they can phone +41 (0)848 66 55 44. Or you can go to a philatelic salespoint in the Post offices in 4002 Basel, 3008 Berne, 1000 Lausanne, 6900 Lugano, 9001 St. Gallen or 8022 Zurich.

If you have any questions or would like to get in touch with Fred, send an e-mail to: fred@post.ch

Comic stamps

have been available from Swiss Post for many years. Do you have any of these stamps in your collection?



The new catalogues for collectors are here

Swiss Postage Stamp Catalogue (SBK), 2016 edition Official association catalogue in cooperation with Post CH Ltd

The editorial team of the only official association catalogue comprises working groups of dealers and collectors. The catalogue is updated and expanded each year.

Almost all dealers, auction houses and collectors work with the Swiss Postage Stamp Catalogue today as it is the only publication to feature in-depth coverage of many topics. The authentic, original-size illustrations of all cantonal stamps up to and including the Standing Helvetias are unique. Many errors and specialist items such as Old Switzerland, Strubel, Standing Helvetia, postage due stamps, prephilatelic frankings, railway stamps or hotel post are found only in the Swiss Postage Stamps Catalogue. Detailed valuations by many collectors and professional philatelists are shown. The first day cancellations are shown exclusively in the SBK.

This bilingual (German/French) reference work, which contains all stamps from Switzerland, Liechtenstein and the UN in Geneva, features high-quality printing. Moreover, it's easy to open and close: the practical thumb index allows easy access to the desired contents.

The 2016 SBK – a complete collection of specialist knowledge on almost 1,000 pages!



CHF 37.–



CHF 35.–

The world-famous Zumstein Catalogue for collectors

- With realistic details and information on all stamps from Switzerland, the UN in Geneva and Liechtenstein – for over 100 years
- With over 6,000 colour illustrations in first-class quality
- A finger on the pulse of the market with market-oriented, up-to-date prices
- All content is simply and clearly structured
- Over 900 up-to-date pages
- Includes many errors and specialist items
- Bilingual (German/French)
- Introduction in four languages: German, French, English and Spanish
- Handy, coloured thumb index and quick search feature
- Winner of numerous national and international medals
- The Zumstein Catalogue 2016 – a must for every collector and professional philatelist!

Both publications are available at the stamp counters in Basel, Berne, Lausanne, Lugano, St Gallen and Zurich – and at the Customer Service desk of "Stamps & Philately" or online at postshop.ch. **Order now.** The catalogues will be delivered postage-free starting on **27 August 2015.**

The newest stamp products

Order using the enclosed order form or at postshop.ch

Swiss automobiles

CHF 0.85 Pic-Pic
CHF 1.00 Martini
CHF 1.40 Tribelhorn
CHF 1.90 Fischer

Special stamps

White stamp paper, self-adhesive

First day of issue 3.9.2015



Set

A043 150 ★
A043 550 ○

CHF 5.15



Set of blocks of four

A043 160 ★
A043 560 ○

CHF 20.60

Sheet of 16 stamps

0.85 Pic-Pic
A043 111 ★
A043 511 ○
CHF 13.60

1.00 Martini
A043 112 ★
A043 512 ○
CHF 16.00

1.40 Tribelhorn
A043 113 ★
A043 513 ○
CHF 22.40

1.90 Fischer
A043 114 ★
A043 514 ○
CHF 30.40

Half sheet of 8 stamps

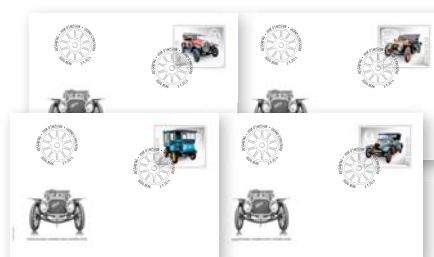
1.90 Fischer
A043 121 ★
A043 521 ○
CHF 15.20



Set on first day cover C6

A043 580 ○ only

CHF 6.05



Single stamp on first day cover C6

(4 covers)

A043 600 ○ only

CHF 8.75



Block of four on first day cover C6

(4 covers)

A043 630 ○ only

CHF 24.20

Unstamped cover C6

A043 700
CHF 0.90



Folder/collection sheet

A043 640 ★
A043 650 ○

CHF 5.95



Maximum cards

Set of 4 maximum cards "Pic-Pic", "Martini", "Tribelhorn" and "Fischer", including the corresponding special stamp (CHF 0.85, CHF 1.00, CHF 1.40 or CHF 1.90) (plus CHF 1.00 per card). Cancelled with the first day cancellation.

A043 851 ○ only

CHF 9.15



Picture postcards

Set of 4 picture postcards A6 costing CHF 1.00 each with the motifs «Pic-Pic», «Martini», «Tribelhorn» and «Fischer» (unstamped).

A043 911 ★ only

CHF 4.00

The picture postcards are not delivered as part of a standing order.



Souvenir

multi-language (En/Ge/Fr/It)

A043 835 ★ only

CHF 24.00

125 years of the USPS

CHF 1.00

Special stamp

White stamp paper, mat gummed

First day of issue 3.9.2015



Set*

A044 150 ★

A044 550 ○

CHF 2.00

Block of four not issued

Subscribers to blocks of four will receive 1× A044 150 ★ and/or A044 550 ○ for each subscribed block of four.

Sheet of 12 stamps

(4 rows of 3 stamps with interspace)

A044 111 ★

A044 511 ○

CHF 12.00



Set on first day cover C6*

A044 580 ○ only

CHF 2.90



Single stamp on first day cover C6

A044 600 ○ only

CHF 1.90



Folder / collection sheet

A044 640 ★

A044 650 ○

CHF 2.80

Unstamped cover C6

A044 700

CHF 0.90

Block of four on first day cover C6 not issued

Subscribers to a block of four on the first day cover will receive 1× A044 580 ○ for each subscribed block of four on a first day cover.

* 2 stamps (CHF 1.00) with interspace



Combi-folder

The multi-language combi-folder (Ge/Fr/It) contains the special stamps "125 years of the USPS" (CHF 1.00) and "100 years of the USPS" (CHF 0.25), cancelled with the corresponding first day cancellation.

A044 900 ☉ only

CHF 6.00

The combi-folder is not delivered as part of a standing order.

175th anniversary of the stamp

CHF 1.00

Special stamp

White stamp paper, mat gummed

First day of issue 3.9.2015



Single stamp

A048 150 ★
A048 550 ☉
CHF 1.00



Block of four

A048 160 ★
A048 560 ☉
CHF 4.00

Sheet of 16 stamps

A048 111 ★
A048 511 ☉
CHF 16.00



Single stamp on first day cover C6

A048 580 ☉ only

CHF 1.90



Block of four on first day cover C6

A048 630 ☉ only

CHF 4.90



Folder / collection sheet

A048 640 ★
A048 650 ☉

CHF 1.80

Unstamped cover C6

A048 700
CHF 0.90



Multilateral set "175th anniversary of the stamp"

Joint product by Switzerland, Liechtenstein, Germany and Austria. Article available in German only.

A048 990 ☉ only

CHF 17.00

This product is not delivered as part of a standing order.

Special events

CHF 0.85 Rose
CHF 0.85 Snail
CHF 1.00 Ladybird
CHF 1.00 Quill

Special stamps

White stamp paper, self-adhesive

First day of issue 3.9.2015



Set

A046 150 ★
A046 550 ○

CHF 3.70

Set of blocks of four

A046 160 ★
A046 560 ○

CHF 14.80

Sheet of 10 stamps

0.85 Rose
A046 361 ★
A046 381 ○
CHF 8.50

0.85 Snail
A046 362 ★
A046 382 ○
CHF 8.50

1.00 Ladybird
A046 363 ★
A046 383 ○
CHF 10.00

1.00 Quill
A046 364 ★
A046 384 ○
CHF 10.00



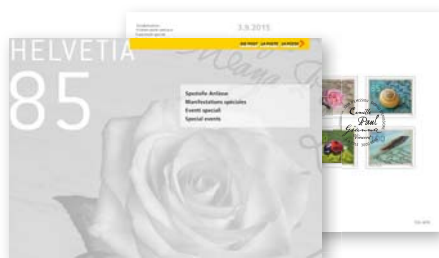
Set on first day cover C6

A046 580 ○ only

CHF 4.60

Unstamped cover C6

A046 700
CHF 0.90



Folder/collection sheet

A046 640 ★
A046 650 ○

CHF 4.50



Single stamp on first day cover C6

(4 covers)

A046 600 ○ only

CHF 7.30



Block of four on first day cover C6

(4 covers)

A046 630 ○ only

CHF 18.40



Card set with stamps

Set of 4 A6 double cards with the motif "Rose",
4 C6 covers and 4 "Rose" special stamps (CHF 0.85)
(not affixed)

A046 951 ★ only

CHF 9.20



Card set with stamps

Set of 4 A6 double cards with the motif "Snail",
4 C6 covers and 4 "Snail" special stamps (CHF 0.85)
(not affixed)

A046 952 ★ only

CHF 9.20



Card set with stamps

Set of 4 A6 double cards with the motif "Ladybird",
4 C6 covers and 4 "Ladybird" special stamps
(CHF 1.00) (not affixed)

A046 953 ★ only

CHF 9.80



Card set with stamps

Set of 4 A6 double cards with the motif "Quill",
4 C6 covers and 4 "Quill" special stamps
(CHF 1.00) (not affixed)

A046 954 ★ only

CHF 9.80

The card sets are not delivered as part of a standing order.

Joint issue Switzerland – Åland (articles with the Swiss stamps)

CHF 1.00 Traditional Bernese Sunday costume brooch
CHF 1.40 Shawl buckle for traditional Åland costumes

Special stamps

White stamp paper, mat gummed

First day of issue 3.9.2015



Set

A045 150 ★
A045 550 ○

CHF 2.40

Set of blocks of four

A045 160 ★
A045 560 ○

CHF 9.60

Sheet of 15 stamps

1.00 Traditional Bernese Sunday costume brooch
A045 111 ★
A045 511 ○
CHF 15.00

1.40 Shawl buckle for traditional Åland costumes
A045 112 ★
A045 512 ○
CHF 21.00



Set on first day cover C6

A045 580 ○ only

CHF 3.30



Single stamp on first day cover C6 (2 covers)

A045 600 ○ only

CHF 4.20



Block of four on first day cover E6 (2 covers)

A045 630 ○ only

CHF 11.60



Folder/collection sheet

A045 640 ★
A045 650 ○

CHF 3.20

Unstamped covers

C6 (162×114 mm)
A045 700
CHF 0.90

E6 (200×140 mm)
A045 701
CHF 1.00

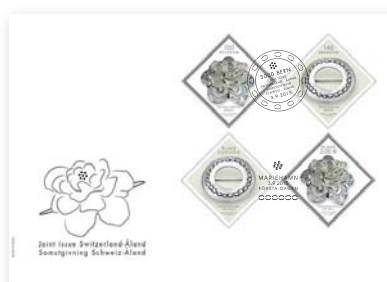
Articles with the stamps of Switzerland and Åland



Åland set with 2 stamps*

A045 151 ★ only

CHF 3.90



First day cover with the stamps of both countries E6

A045 581 ○ only

CHF 7.30



Folder/collection sheet with the stamps of both countries

A045 641 ★
A045 651 ○

CHF 7.10

* This article is not delivered as part of a standing order.

Important: The Åland stamps are only valid for franking in Åland. No mail may be franked in Switzerland with the Åland stamps. Special rules apply to cancellation orders. These can be found in "PhilaNews" at www.swisspost.ch/stamp-publications.



Joint folder

The multilingual joint folder (En/Ge/Sw) contains the two Swiss special stamps "Traditional Bernese Sunday costume brooch" (CHF 1.00) and "Shawl buckle for traditional Åland costumes" (CHF 1.40) plus the two Åland stamps (all stamps mint) and the two first day covers of both countries (with set).

A045 990 ☉ only CHF 17.00

The joint folder is not delivered as part of a standing order.

Marsupilami

CHF 1.00 Hello
CHF 1.00 Fun

Special stamps (stamp booklet)

White stamp paper, self-adhesive

First day of issue 3.9.2015



Set

A047 150 ★
A047 550 ☉

CHF 2.00



Set of blocks of four

A047 160 ★
A047 560 ☉

CHF 8.00

Sheet not issued

Available only as a set (A047 150 ★/A047 550 ☉) or a stamp booklet (A047 300 ★/A047 800 ☉)



Set on first day cover C6

A047 580 ☉ only

CHF 2.90



Single stamp on first day cover C6

(2 covers)

A047 600 ☉ only

CHF 3.80



Block of four on first day cover C6

(2 covers)

A047 630 ☉ only

CHF 9.80



Folder/collection sheet

A047 640 ★
A047 650 ☉

CHF 2.80



Stamp booklet

5 self-adhesive special stamps (CHF 1.00) with the motifs "Hello" and "Fun"

A047 300 ★
A047 800 ☉

CHF 10.00

Unstamped cover C6

A047 700
CHF 0.90

Please note

For technical reasons, some items such as set of strips of ten and set of horizontal pairs etc. cannot be provided.

Marsupilami

Postal stationery

First day of issue 3.9.2015



Set with one postal card
"Hello" and "Fun",
face value CHF 1.00 +
1.00 per card
A047 841 ★
A047 846 ☉
CHF 4.00

Mountain lakes – Lac de Tanay (reprint)

CHF 0.60

Definitive stamp

White stamp paper, mat gummed

First day of use 3.9.2015



Single stamp

A063 150 ★
A063 5037 ☉
CHF 0.60

Strip

of 10 stamps
A063 170 ★
CHF 6.00

Please note the details on page 5.

This product is not delivered as part of a standing order.

Annual and special products

2016 stamp catalogues

Set of single stamps, 3/2015 edition

The single stamps/sets in the 3/2015 issue of 3.9.2015 (excluding the Åland stamps) are displayed on a free A5 backing card with a protective cellophane wrapping.

A041 150 ★
A041 550 ☉
CHF 16.25

Set of first day covers, 3/2015 edition

The first day covers with the set and the first day cover of the Swiss-Åland joint issue featuring the stamps of both countries in the 3/2015 issue of 3.9.2015 are combined in one free cover.

A041 580 ☉ only
CHF 28.95



2014 year book of Swiss stamps

A008 830 ★
A008 831 ☉

CHF 66.00



Zumstein
Switzerland/
Liechtenstein/
UN Geneva
German/French
A050 725
CHF 35.00



Swiss Stamp Dealers
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